Claims:

1. Transmission-reception system comprising
a plurality of transmitters configured to transmit digital data including a plurality of useful data as well as first auxiliary data associated with the useful data, wherein the first auxiliary data includes at least one location-specific characteristic parameter;
a receiver configured to receive the digital data, having a location specification unit, in which at least a second location-specific characteristic parameter is specifiable, wherein the receiver has an output, at which useful data are able to be provided,
wherein the receiver further comprises:
a feature association unit associating a feature with the useful data, which corresponds to the degree of correlation of the first location-specific characteristic parameter contained in the associated auxiliary data with the second location-specific characteristic parameter,
characterized in that
the feature associated with the useful data allows for dividing the plurality of transmitters in groups of different broadcasting areas, wherein the user is able to select the transmitter(s) desired by him among the groups.

2. Transmission-reception system according to claim 1, characterized in that the second location-specific characteristic parameter corresponds to the location of installation of the receiver or to a location arbitrarily selected by a user.

3. Transmission-reception system according to claim 1, characterized in that second auxiliary data is associated with the useful data, and the receiver includes at least one filter unit, by which the useful data is filterable in view of the second auxiliary data.

4. Transmission-reception system according to Claim 1, characterized in that the second auxiliary data are correlated with indications to types of television broadcasts and/or types of music broadcasts and/or indications to Internet homepages and/or indications to commercials and events.

5. Transmission-reception system according to any one of claims 3, characterized in that each filter unit can be specified by an operator of the receiver.

6. Transmission-reception system according to Claim 1, characterized in that the receiver further comprises a display unit, on which a display correlated with the useful data is presentable.

7. Transmission-reception system according to claim 6, characterized in that the display correlated with the useful data is presentable on the display unit according to the feature associated with the useful data.

8. Transmission-reception system according to Claim 1, characterized in that the feature associated with the useful data contains a statement about whether and where the display correlated with the useful data is presented on the display unit.

9. Transmission-reception system according to any one of claim 6, characterized in that the receiver further comprises an input unit, by which, preferably by cooperating with the display unit, the second location-specific characteristic parameter and/or the specifications of the feature association unit and/or the at least one filter unit are specifiable.

10. Transmission-reception system according to Claim 1, characterized in that the digital data is transmitted to the receiver by satellite broadcasting, cable transmission, Internet transmission or terrestrial broadcasting.

11. Transmission-reception system according to Claim 1, characterized in that the receiver is a DVB receiver.

12. Transmission-reception system according to Claim 1, characterized in that the useful data comprises audio signals and/or video signals, and especially contains commercials and/or event indications.

13. Transmission-reception system according to any one of claims 4, characterized in that each filter unit can be specified by an operator of the receiver.

14. Receiver configured to receive digital data including a plurality of useful data as well as first auxiliary data associated with the useful data, wherein the first auxiliary data include at least one location-specific characteristic parameter, comprising a location specification unit, in which at least a second location-specific characteristic parameter is specifiable,
an output, at which useful data is able to be provided,
a feature association unit associating a feature with the useful data, which corresponds to the degree of correlation of the first location-specific characteristic parameter contained in the associated auxiliary data with the second location-specific characteristic parameter,
characterized in that
the feature associated with the useful data allows for dividing the plurality of transmitters in groups of different broadcasting areas, wherein the user is able to select the transmitter(s) desired by him among the groups on a display unit.

15. Method for transmitting digital data from at least one transmitter to at least one receiver including the steps of:
    a) associating first auxiliary data with the useful data to be transmitted, wherein the first auxiliary data includes at least a first location-specific characteristic parameter;
    b) transmitting the useful data and the associated first auxiliary data by at least one transmitter;
    c) receiving the useful data and the associated first auxiliary data by at least one receiver (14);
    d) in the receiver (14), correlating the first location-specific characteristic parameter contained in the received first auxiliary data with a second location-specific characteristic parameter specified in a location specification unit (40) of the receiver (14);
    e) according to the degree of correlation, associating a feature with the associated useful data; characterized by the further step of:

f) dividing the plurality of transmitters in groups of different broadcasting areas based on the feature associated with the useful data, wherein the user is able to select the transmitter(s) desired by him among the groups.